



U.S. Small Business  
Administration

# **Women-Owned Small Business Federal Contracting Program (WOSB Federal Contracting Program)**

# Set-Asides for Certification Programs and Socioeconomic Categories

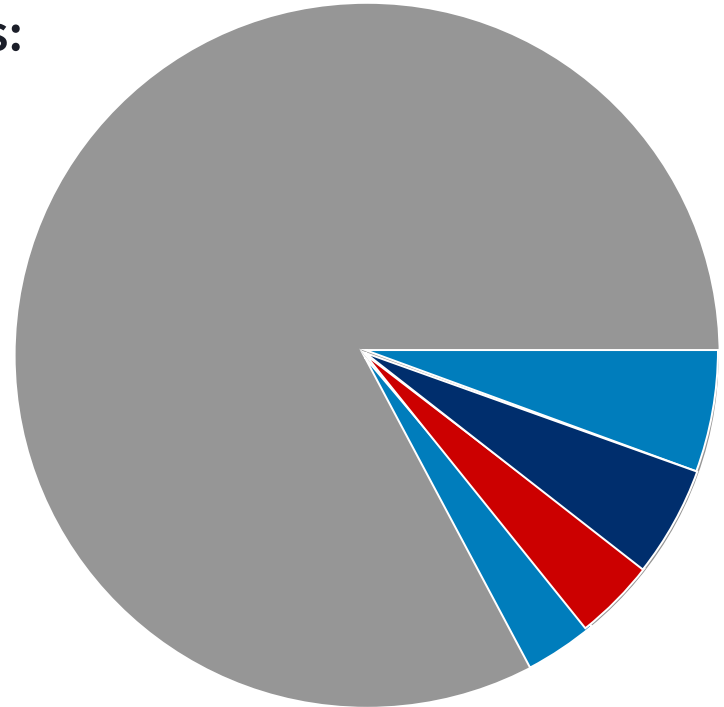
Targeted set-asides and acquisition goals:

**Women-Owned Small Businesses  
(5%)**

**Small Disadvantaged Businesses  
(including 8(a) certified) (5%)**

**HUBZone Businesses (3%)**

**Service-Disabled Veteran-Owned  
Small Businesses (3%)**



Set-asides are reserved for small businesses between \$3,500 (Micro-purchase Threshold) to \$250,000 (Simplified Acquisition Threshold).

# WOSB Prime Contracting – FY19

- **Historic high:** \$26B
- **Number of awardees:** Over 15K WOSB prime contractors
- **Exceeded goal:** 5.19% of eligible contracting dollars to WOSBs
- **Top 5 agencies (Prime Contracting to WOSBs and EDWOSBs):**

AGENCY	ACHIEVEMENT
SBA	24.2%
Nuclear Regulatory Commission	15%
Office of Personnel Management	15%
Department of the Interior	13.6%
Department of Housing and Urban Development	12.7%

# Certification Changes 2020 Timeline

<b>May</b>	New WOSB Federal Contracting Program regulations were published in the Federal Register. These regulations detail changes to the certification process.
<b>Beginning July 15</b>	<p>Firms can begin submitting applications under SBA's new certification process for initial processing to <a href="https://beta.certify.sba.gov">beta.certify.sba.gov</a>.*</p> <ul style="list-style-type: none"><li>Firms that are TPC-certified must create a new account in the new certification platform and upload their TPC certificate for SBA to complete initial processing.</li></ul>
<b>October 15</b>	SBA will begin issuing decisions on certification.

*\*Additional information can be found on the [beta.certify.sba.gov](https://beta.certify.sba.gov) [knowledge base](#).*

# Certification Changes

- As of October 15, 2020, businesses competing for WOSB Federal Contracting Program set-aside contracts will have to be certified either through:
  - SBA's new, free online certification process; or
  - An approved Third-Party Certifier (TPC), at a cost.
- Self-certification process for the program is no longer available will on [certify.sba.gov](https://certify.sba.gov).
- Small businesses will still be able to utilize an approved TPC, at a cost, to obtain WOSB or EDWOSB certification.

# Certification Changes Resources

- To stay up to date with changes to the WOSB Federal Contracting Program, please visit [sba.gov/wosbready](https://www.sba.gov/wosbready).
  - You also can contact your local [SBA regional and district office](#), SBA resource partner, or Procurement Technical Assistance Center (PTAC) with questions.
- Please review SBA's latest [FAQs](#) and [certification options table](#) for more information about the certification changes.
- Will You Be WOSB Ready? Fact Sheet - <https://www.sba.gov/brand/assets/sba/resource-partners/wosb-certification-factsheet.pdf>
- Are You WOSB Ready? Infographic - <https://www.sba.gov/brand/assets/sba/resource-partners/WOSB-infographic.jpg>

# What is WOSB **READY** ?

- Partners on initiatives like ChallengeHER
- Hosts country-wide events
- Expands partnerships with stakeholders
- Shares updates on social media
- Conducts informational webinars



# **Women-Owned Small Business (WOSB) Certification**



# WOSB Federal Contracting Program



Take advantage of annual prime contracting goals

Build capacity and grow

Access set-asides for WOSBs and EDWOSBs

# Is the WOSB Certification Appropriate for You?



Managerial experience



Highest officer position



Proper NAICS codes



51% ownership requirements



Management of daily operations



No minimum time in business

# Economically Disadvantaged Requirements to Qualify



Personal net worth (assets minus liabilities) less than \$750,000

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Three-year average income is \$350,000 or less

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Fair market value of all assets is \$6 million or less

# WOSB and EDWOSB Set-Aside Contracts

## Industry

### WOSB

NAICS code assigned to contract is in an industry where WOSBs are **substantially underrepresented**.

### EDWOSB

NAICS code assigned to contract is in an industry where WOSBs are **underrepresented**.

## Rule of Two

Contracting officer has reasonable expectation that 2 or more WOSBs will submit an offer.

## Award Price

Contract must be awarded at fair market price.



# WOSB and EDWOSB Sole-Source Contracts

**1**



## **Eligible NAICS Code**

WOSB/EDWOSB-eligible  
NAICS code

**2**



## **Fair and Reasonable Price**

Awarded at a fair and  
reasonable price

**3**



## **Contract Value**

\$6.5M for manufacturing  
or \$4M for all others

**4**



## **Sole-Source**

Only 1 WOSB/EDWOSB  
that can perform

# Proactive Self-Marketing



Identify federal **buyers** and get to know them.



Identify the agency contracting **procedures** and those who make buying decisions.



Focus on areas in your **niche** and prioritize.



Make **contacts** through small business events and network your business.

# Getting the Most Out of the WOSB Federal Contracting Program



Ability to qualify for set-aside or sole-source contract awards—increasing prime and subcontracting opportunities

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Opportunity to build capacity and grow by establishing joint ventures and participating in the All Small Mentor-Protégé Program

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Access to training, management, and technical assistance programs, as well as guaranteed loans and bonding assistance

# WOSB Eligibility Process



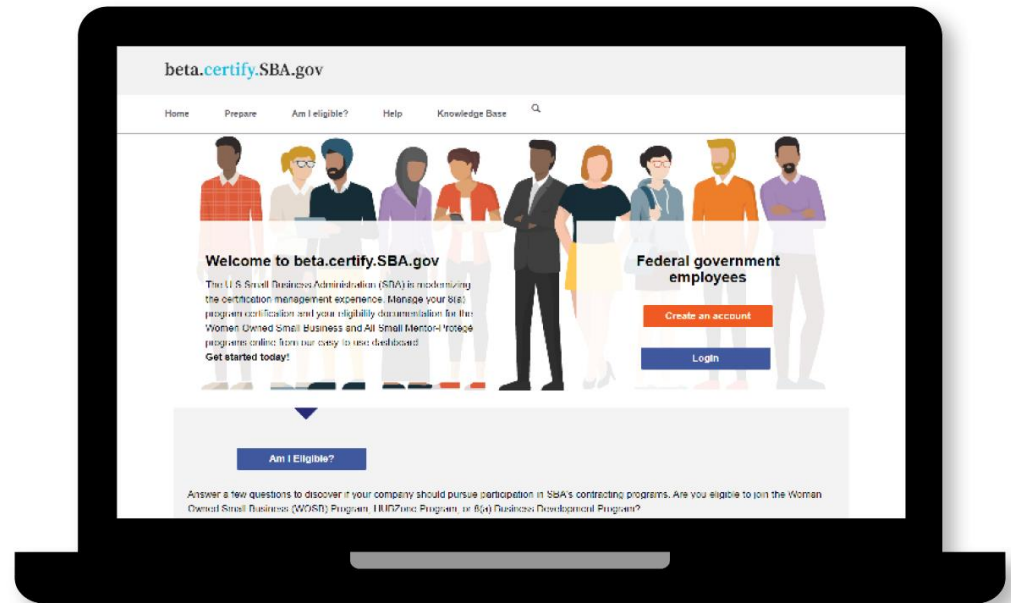
- Register in [SAM.gov](https://sam.gov)
- As of July 15, 2020, visit [beta.certify.SBA.gov](https://beta.certify.sba.gov)
- New site makes it easy for you to understand the changes in the certification process and remain eligible



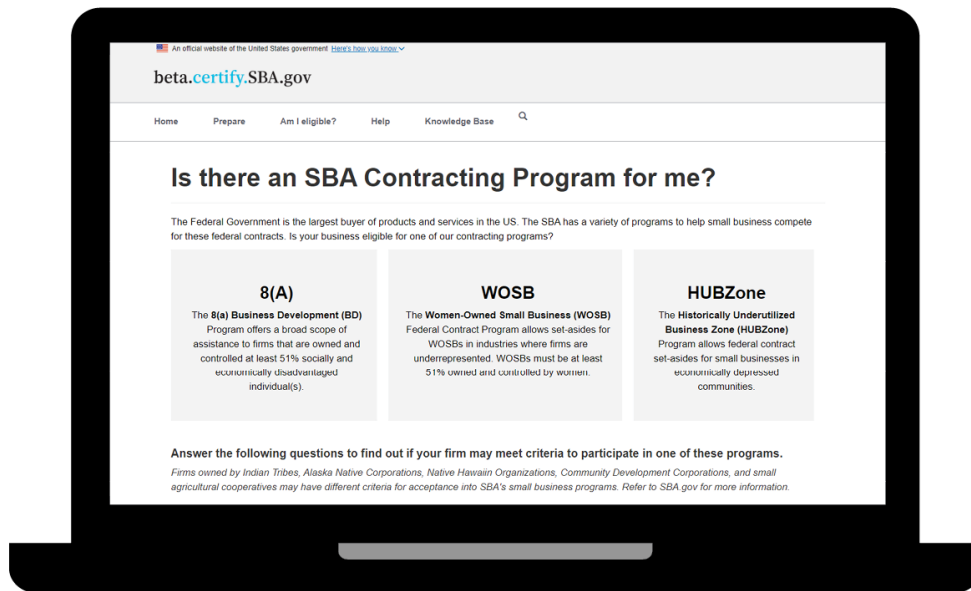
# beta.certify.SBA.gov

On the **homepage**, you can:

- ✓ Access checklists that provide guidance prior to applying
- ✓ Verify eligibility
- ✓ Find answers to questions regarding your firm's ability to participate in a program
- ✓ Request information from SBA by submitting the Help form
- ✓ Create an account and proceed with your application
- ✓ Access the [beta.certify.sba.gov knowledge base](https://beta.certify.sba.gov/knowledge-base) including training videos, user guides, and more.



# beta.certify.SBA.gov

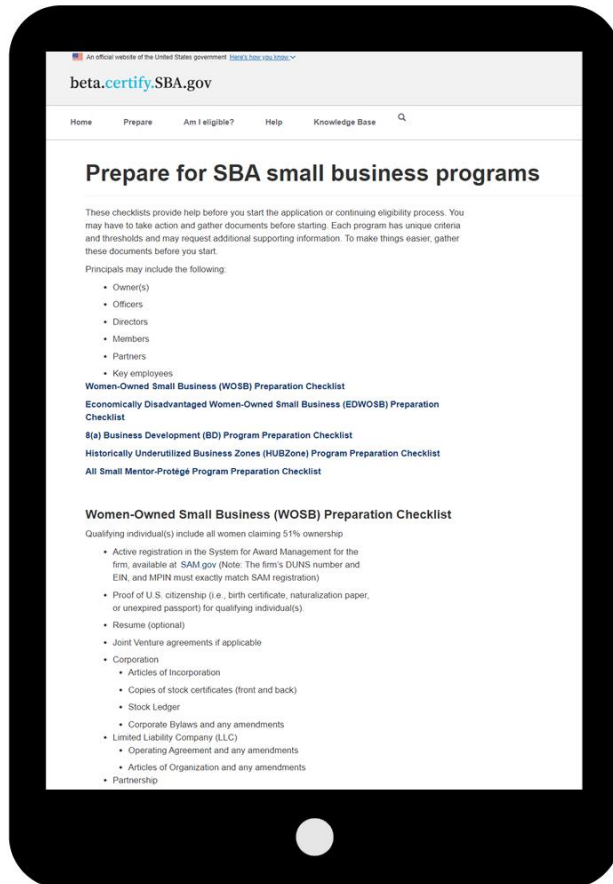


## *Are you eligible?*

Here you will find:

- ✓ Criteria needed to qualify for the program
- ✓ Interactive links to questionnaires that will help evaluate your firm's preliminary eligibility

# beta.certify.SBA.gov



## *Prepare to apply*

Here you will find:

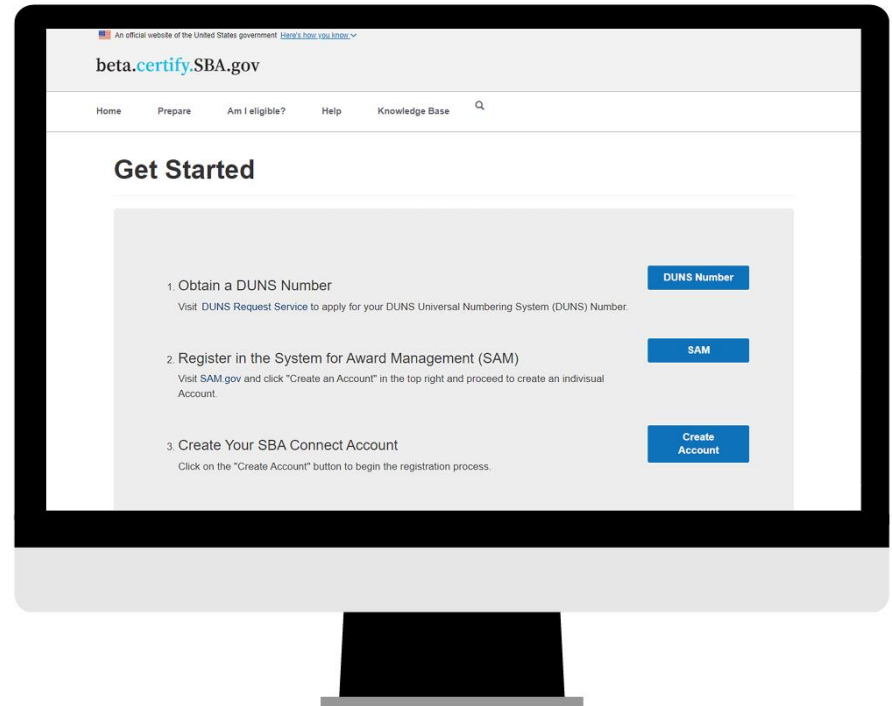
- ✓ Checklists to guide you through the process
- ✓ Information on the documents you will need as you begin

# beta.certify.SBA.gov

## *Getting started*

Once you have determined your eligibility and gathered the required documents, this page allows you to:

- ✓ Obtain a DUNS number
- ✓ Register in the System for Award Management
- ✓ Create your SBA account



# Application Tips

- Applicant user guide:  
<https://beta.certify.sba.gov/knowledgebase/portal-article/KAB-01014/en-US>
- Using the correct DUNS, MPIN, and TIN
- Firm Owner should be listed in SAM.gov and should initiate the application.
- Self-certification letter does not satisfy new program criteria
- Firms will have to attest and e-sign application to officially submit application to SBA.

# Contact Us

- For more information and to keep informed of events, go to: [www.sba.gov/wosbready](http://www.sba.gov/wosbready).
- For questions on the WOSB Federal Contracting Program, email [vosb@sba.gov](mailto:wosb@sba.gov).
- Technical help requests for [beta.certify.sba.gov](http://beta.certify.sba.gov) can be submitted here, via the “help” tab: <https://beta.certify.sba.gov/help/>

# Resources

There are several resources available to help answer questions about the WOSB Federal Contracting Program.

- **Visit a local resource:**
  - ***Procurement Center Representative (PCR) Directory***  
Find your local PCR at: [sba.gov/contracting/resources-small-businesses/pcr-directory](https://sba.gov/contracting/resources-small-businesses/pcr-directory).
  - ***Small Business Administration District Offices***  
Find your local office at: [sba.gov/tools/local-assistance/districtoffices](https://sba.gov/tools/local-assistance/districtoffices).
  - ***Women's Business Centers***  
Find your local center at: [sba.gov/tools/local-assistance/wbc](https://sba.gov/tools/local-assistance/wbc).
  - ***Procurement Technical Assistance Centers***  
Find your local center at: [aptac-us.org](https://aptac-us.org).
  - ***Small Business Development Centers***  
Find your local center at: [americassbdc.org/home/find-your-sbdc](https://americassbdc.org/home/find-your-sbdc).
  - ***SCORE (Service Corps of Retired Executives)***  
Find your SCORE office at: [score.org](https://score.org).
- **Call the SBA Answer Desk:** 1-800-U-ASK-SBA (1-800-827-5722)

# THANK YOU!

## Questions and Answers